

ROCK FROM THE HEART



Sponsorship Opportunity

Every so often an opportunity comes along that helps advance your brand and products in a unique and noteworthy way. Affiliating your company with Rock from the Heart is such an opportunity. Rock from the Heart has a proven track record of putting together professional high-quality events that connect survivors, caregivers, medical professionals, and others affected by aortic disease.

Rock from the Heart focuses our fundraising initiatives to ensure that education events can be delivered at no cost for all attendees. Ticket prices for the recognition dinner are kept at \$25 for survivors (\$35 for others). Sponsor dollars are used to offset event costs, ensuring benefit concert tickets are kept affordable and accessible to people at all income levels.

The symposium features expert speakers on heart health and aortic disease from around the region and the nation. Past events have included speakers from the Mayo Clinic, Alliance for Aging Research, Minneapolis Heart Institute Foundation, Marfan Foundation, Essentia Health Heart and Vascular Center (Duluth), Park Nicollet Heart and Vascular Center, Association of Physician Assistants in Cardiology (APAC), Mended Hearts, Heart Valve Voice US, and more.

Teaming with Rock from the Heart offers your organization tremendous marketing opportunities throughout North Dakota, Western Minnesota, and nationally. Our objective is to provide corporate sponsors opportunities to donate charitable dollars while receiving valuable advertising. Marketing will take place extensively in Minnesota, North Dakota and regionally, with the event promoted on television, radio, print, internet, e-mail marketing, and social media.

The two-day event includes a patient education symposium, recognition dinner, VIP reception, and concert.

Rock from the Heart 2022 event schedule:

Location: Avalon Event Center - Fargo, ND

Friday February 11 Patient education symposium and survivor recognition dinner

Saturday February 12 Exclusive VIP reception and benefit concert

Rock from the Heart 2022 event schedule:

Location: Loews Hotel and Pantages Theater - Minneapolis, MN

Friday February 25 Patient education symposium and survivor recognition dinner

Saturday February 26 Exclusive VIP reception and benefit concert

The Rock from the Heart Story

Rock from the Heart's mission is to support families from diagnosis to recovery by connecting them with resources and information that is often hard to find. Through concerts and education events, Rock from the Heart uses music to inspire and provide hope to people affected by aortic disease.

After a diagnosis of aortic valve disease and an aortic aneurysm in 2015, Pete and Amy Johnson learned firsthand the lack of information, much misinformation, and a lack of resources about aortic conditions available. The Johnsons were frustrated and disheartened by how much conflicting advice they received from different doctors and online resources.

Living through the experience, they realized all the doom and gloom on the internet was not the true story for most patients with aortic disease. The Johnsons embarked on a journey to share the details of their experience— and the hope they eventually found-- so others faced with a similar diagnosis are not left searching for answers.

The Johnsons founded Rock from the Heart after Pete's open-heart surgery in 2017, building on their mission to raise awareness and lessen fears about aortic conditions.



Sponsorship Packages

ICON \$20,000 (1 available)

- Featured first in headlines of all concert advertising, newsprint, posters, handbills, and programs
- Exclusive naming rights for VIP reception
- Featured first in all online concert advertising with company links and brand logo
- 10 tickets to recognition dinner
- 8 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 8 VIP pre-show reception tickets
- Display opportunity at symposium and virtual exhibitor booth on event site
- Prominently featured on the Rock from the Heart website
- Top level logo placement on sponsor recognition banners
- Live on-stage mention at the concert
- Inclusion in all radio public service announcements
- Inclusion in all press releases
- Inclusion in all web site announcements, emails, and social media postings.

LEGEND \$10,000 (2 available)

- Company brand featured in concert advertising, newsprint, posters, handbills, and programs
- Featured in all online concert advertising with company links and brand logo
- 8 tickets to recognition dinner
- 6 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 6 VIP pre-show reception tickets
- Display opportunity at symposium and virtual exhibitor booth on event site
- Company featured on the Rock from the Heart website
- Mid level logo placement on sponsor recognition banner
- Live on-stage mention at the concert
- Inclusion in all press releases
- Inclusion in all web site announcements, emails, and social media postings

ROCKSTAR \$5,000 (3 available)

- Company brand featured in concert advertising, newsprint, posters, handbills, and programs
- Featured in all online concert advertising with company links and brand logo
- 6 tickets to recognition dinner
- 4 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 4 VIP pre-show reception tickets for exclusive event
- Display opportunity at symposium and virtual exhibitor booth on event site
- Company mention on the Rock from the Heart website
- Small logo on sponsor recognition banner
- Live on-stage mention at the concert
- Inclusion in all web site announcements, email, and social media postings

HEADLINER \$2,500 (5 available)

- Featured in all online concert advertising with company links and brand logo
- 2 concert tickets and pre-sale promo code to purchase additional tickets before the general public
- 2 VIP pre-show reception tickets
- Display opportunity at symposium and virtual exhibitor booth on event site
- Company mention on the Rock from the Heart website
- Company name on sponsor recognition banner
- Inclusion in web site announcements, email, and social media postings

OPENING ACT \$500 (unlimited)

- Company mention on the Rock from the Heart website
- Company name on sponsor recognition banner in theater lobby
- Inclusion in web site announcements, email, and social media postings

WEEKEND WARRIOR \$250 (unlimited)

- Company mention on the Rock from the Heart website
- Company mention in social media posting

ROCK FAN \$100 (unlimited)

- Company mention in social media posting

Media Exposure

- Local and regional television appearances
- Radio
- Local and regional print media
- Online news resources
- Rock from the Heart and partner websites
- Social Media: Facebook, Twitter, Instagram, YouTube, LinkedIn



Rock from the Heart Mission and Vision

The issue

- Up to 47,000 people die each year from all types of aortic disease, often undetected, making aortic disease a silent killer.
- Thoracic aortic aneurysms affect approximately 15,000 people in the United States each year.
- As many as 11 million Americans have heart valve disease
- Because aortic disease is rare, there is limited information available to those at risk and to those diagnosed with the condition.

Knowledge is powerful when it comes to your health.

- Rock from the Heart supports families from diagnosis to recovery by connecting them with resources and information that is often hard to find.
- When families know the basics surrounding aortic disease, they will know how to be the best possible advocate for themselves when it comes to making medical decisions.

Awareness is key to survival. Rock from the Heart events help bring the condition to the forefront.

Through concerts and education events, Rock from the Heart uses music to inspire and provide hope to people affected by aortic disease.

RFTH is focused on developing resources designed to educate the public on methods for diagnosis, treatment and management of aortic disease and by advocating for early detection, meaningful support, and timely access to appropriate treatment for all people affected.

- Communicating new information on aortic disease to the public
- Raising awareness of the symptoms and severity of aortic disease within at-risk and underserved populations so that it is no longer THE silent killer
- Reducing the toll of aortic disease by addressing barriers to diagnosis, treatment, and follow up care
- Providing a voice for aortic disease patients to improve access to appropriate diagnosis and treatment, improving quality of life and overall outcomes

Rock from the Heart is a nonprofit corporation organized in the state of Minnesota. Rock from the Heart is a recognized charity under section 501(c)(3) of the IRC. All contributions to Rock from the Heart will be deductible to the contributor to the extent permitted by law.

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